

# ORDER



**Orders**  
**Order / Rev:** 708711 - 2  
**Alt Order #:** 06284523  
**Product Desc:** NRCC IE Flight 9/13-9/20, 2012  
**Estimate:** 3011  
**Flight Dates:** 09/13/12 - 09/20/12  
**Original Date / Rev:** 08/22/12 / 08/31/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** PL-State/Local,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	69	\$48,000.00	\$40,800.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	69	\$48,000.00	\$40,800.00	106.40
<b>Totals</b>	<b>69</b>	<b>\$48,000.00</b>	<b>\$40,800.00</b>	<b>106.40</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KPNX	22%	\$48,000.00
Market	100%	\$218,181.82

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	7%	\$15,272.73
KPAZ	0%	\$0.00
KPHO	24%	\$52,363.64
KPPX	0%	\$0.00
KSAZ	18%	\$39,272.73
KTFL	0%	\$0.00
KTVK	24%	\$52,363.64
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	5%	\$10,909.09
UNKWN	0%	\$0.00

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 Estimate: 3011

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/14/12	09/14/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----F--	:30	1	\$1,600.00	P-2	2.90	NM	1	\$1,600.00
				REVISED RATE 12 NWS 10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$1,600.00		2.90			
2	KPNX	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$800.00	P-2	1.50	NM	1	\$800.00
				REVISED RATE TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$800.00		1.50			
3	KPNX	09/14/12	09/14/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$425.00	P-2	1.30	NM	1	\$425.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$425.00		1.30			
4	KPNX	09/14/12	09/14/12	M-F 4-5p 12 News EVB LV	CM	4-5p	----F--	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$400.00		1.10			
5	KPNX	09/14/12	09/14/12	M-F 430-5a 12NWS TDY 430A<	CM	430-5a	----F--	:30	1	\$20.00	P-2	0.30	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$20.00		0.30			
6	KPNX	09/14/12	09/14/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	1	\$175.00	P-2	0.60	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$175.00		0.60			
7	KPNX	09/14/12	09/14/12	M-F 5-530p 12 NWS 5	CM	5-530p	----F--	:30	1	\$600.00	P-2	1.30	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$600.00		1.30			
8	KPNX	09/14/12	09/14/12	M-F 530-6a 12 NWS TODAY 2	CM	530-6a	----F--	:30	1	\$200.00	P-2	0.70	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$200.00		0.70			
9	KPNX	09/14/12	09/14/12	NBC Nightly News NBC Nightly News	CM	Various	----F--	:30	1	\$1,500.00	P-2	2.40	NM	1	\$1,500.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$1,500.00		2.40			
10	KPNX	09/14/12	09/14/12	M-F 6-630p ARIZ NGHTLY NW	CM	6-630p	----F--	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$800.00		2.00			
11	KPNX	09/14/12	09/14/12	M-F 630-7p EXTRA<	CM	630-7p	----F--	:30	1	\$800.00	P-2	1.70	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$800.00		1.70			
12	KPNX	09/17/12	09/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	1	\$1,600.00	P-2	2.90	NM	1	\$1,600.00
				REVISED RATE 12 NWS 10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$1,600.00		2.90			
13	KPNX	09/17/12	09/17/12		CM	1035-1135p	M-----	:30	1	\$800.00	P-2	1.50	NM	1	\$800.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
				REVISED RATE TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$800.00		1.50			
14	KPNX	09/17/12	09/17/12	M-F 3-4p	CM	3-4p	M- - - - -	:30	1	\$425.00	P-2	1.30	NM	1	\$425.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$425.00		1.30			
15	KPNX	09/17/12	09/17/12	M-F 4-5p	CM	4-5p	M- - - - -	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
				12 News EVB											
				12 NEWS EVB LV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$400.00		1.10			
16	KPNX	09/17/12	09/17/12	M-F 430-5a	CM	430-5a	M- - - - -	:30	1	\$20.00	P-2	0.30	NM	1	\$20.00
				M-F 430-5a											
				12NWS TDY 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$20.00		0.30			
17	KPNX	09/17/12	09/17/12	M-F 5-530a	CM	5-530a	M- - - - -	:30	1	\$175.00	P-2	0.60	NM	1	\$175.00
				12 News Today											
				12 NWS TODAY 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$175.00		0.60			
18	KPNX	09/17/12	09/17/12	M-F 5-530p	CM	5-530p	M- - - - -	:30	1	\$600.00	P-2	1.30	NM	1	\$600.00
				M-F 5-530p											
				12 NWS 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$600.00		1.30			
19	KPNX	09/17/12	09/17/12	M-F 530-6a	CM	530-6a	M- - - - -	:30	1	\$200.00	P-2	0.70	NM	1	\$200.00
				12 News Today											
				12 NWS TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$200.00		0.70			
20	KPNX	09/17/12	09/17/12	NBC Nightly News	CM	Various	M- - - - -	:30	1	\$1,500.00	P-2	2.40	NM	1	\$1,500.00
				NBC Nightly News											
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$1,500.00		2.40			
21	KPNX	09/17/12	09/17/12	M-F 6-630p	CM	6-630p	M- - - - -	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
				12 News 6pm											
				ARIZ NGHTLY NW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$800.00		2.00			
22	KPNX	09/17/12	09/17/12	M-F 630-7p	CM	630-7p	M- - - - -	:30	1	\$800.00	P-2	1.70	NM	1	\$800.00
				Extra											
				EXTRA<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -					1	\$800.00		1.70			
23	KPNX	09/15/12	09/15/12	Sa 10pm News	CM	10-1030p	- - - - - S-	:30	1	\$1,600.00	P-2	3.90	NM	1	\$1,600.00
				Sa 10pm News											
				REVISED RATE 12 NWS 10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- - - - - S-					1	\$1,600.00		3.90			
24	KPNX	09/15/12	09/15/12	Saturday Night Live	CM	1030p-1205a	- - - - - S-	:30	2	\$1,500.00	P-2	4.30	NM	2	\$3,000.00
				Saturday Night Live	(10:30 PM-12:00 XM)										
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- - - - - S-					2	\$1,500.00		4.30			
25	KPNX	09/15/12	09/15/12		CM	8-9p	- - - - - S-	:30	2	\$900.00	P-2	2.30	NM	2	\$1,800.00



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 Flight Dates: 09/13/12 - 09/20/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE Flight 9/13-9/20, 2012  
 Estimate: 3011

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	KPNX	09/20/12	09/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	---T---	:30	1	\$600.00	P-2	1.30	NM	1	\$600.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$600.00		1.30						
35	KPNX	09/20/12	09/20/12	M-F 530-6a 12 News Today	CM	530-6a	---T---	:30	1	\$200.00	P-2	0.70	NM	1	\$200.00
12 NWS TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$200.00		0.70						
36	KPNX	09/20/12	09/20/12	NBC Nightly News NBC Nightly News	CM	Various	---T---	:30	1	\$1,500.00	P-2	2.40	NM	1	\$1,500.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$1,500.00		2.40						
37	KPNX	09/20/12	09/20/12	M-F 6-630p 12 News 6pm	CM	6-630p	---T---	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		2.00						
38	KPNX	09/20/12	09/20/12	M-F 630-7p Extra	CM	630-7p	---T---	:30	1	\$800.00	P-2	1.70	NM	1	\$800.00
EXTRA<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$800.00		1.70						
39	KPNX	09/18/12	09/18/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,600.00	P-2	2.90	NM	1	\$1,600.00
REVISED RATE 12 NWS 10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,600.00		2.90						
40	KPNX	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1035-1135p	-T-----	:30	1	\$800.00	P-2	1.50	NM	1	\$800.00
REVISED RATE TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$800.00		1.50						
41	KPNX	09/18/12	09/18/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$425.00	P-2	1.30	NM	1	\$425.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$425.00		1.30						
42	KPNX	09/18/12	09/18/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$400.00		1.10						
43	KPNX	09/18/12	09/18/12	M-F 430-5a M-F 430-5a	CM	430-5a	-T-----	:30	1	\$20.00	P-2	0.30	NM	1	\$20.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$20.00		0.30						
44	KPNX	09/18/12	09/18/12	M-F 5-530a 12 News Today	CM	5-530a	-T-----	:30	1	\$175.00	P-2	0.60	NM	1	\$175.00
12 NWS TODAY 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$175.00		0.60						
45	KPNX	09/18/12	09/18/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$600.00	P-2	1.30	NM	1	\$600.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$600.00		1.30						
46	KPNX	09/18/12	09/18/12		CM	530-6a	-T-----	:30	1	\$200.00	P-2	0.70	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530-6a											
				12 News Today											
				12 NWS TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$200.00		0.70						
47	KPNX	09/18/12	09/18/12	NBC Nightly News	CM	Various	-T-----	:30	1	\$1,500.00	P-2	2.40	NM	1	\$1,500.00
				NBC Nightly News											
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,500.00		2.40						
48	KPNX	09/18/12	09/18/12	M-F 6-630p	CM	6-630p	-T-----	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
				12 News 6pm											
				ARIZ NGHTLY NW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$800.00		2.00						
49	KPNX	09/18/12	09/18/12	M-F 630-7p	CM	630-7p	-T-----	:30	1	\$800.00	P-2	1.70	NM	1	\$800.00
				Extra											
				EXTRA<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$800.00		1.70						
51	KPNX	09/19/12	09/19/12	12 News 10pm M-SU	CM	10-1035p	--W----	:30	1	\$1,600.00	P-2	2.90	NM	1	\$1,600.00
				12 News 10 pm M-Su											
				REVISED RATE 12 NWS 10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$1,600.00		2.90						
52	KPNX	09/19/12	09/19/12	Tonight Show	CM	1035-1135p	--W----	:30	1	\$800.00	P-2	1.50	NM	1	\$800.00
				Tonight Show											
				REVISED RATE TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		1.50						
53	KPNX	09/19/12	09/19/12	M-F 3-4p	CM	3-4p	--W----	:30	1	\$425.00	P-2	1.30	NM	1	\$425.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$425.00		1.30						
54	KPNX	09/19/12	09/19/12	M-F 4-5p	CM	4-5p	--W----	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
				12 News EVB											
				12 NEWS EVB LV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$400.00		1.10						
55	KPNX	09/19/12	09/19/12	M-F 430-5a	CM	430-5a	--W----	:30	1	\$20.00	P-2	0.30	NM	1	\$20.00
				M-F 430-5a											
				12NWS TDY 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$20.00		0.30						
56	KPNX	09/19/12	09/19/12	M-F 5-530a	CM	5-530a	--W----	:30	1	\$175.00	P-2	0.60	NM	1	\$175.00
				12 News Today											
				12 NWS TODAY 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$175.00		0.60						
57	KPNX	09/19/12	09/19/12	M-F 5-530p	CM	5-530p	--W----	:30	1	\$600.00	P-2	1.30	NM	1	\$600.00
				M-F 5-530p											
				12 NWS 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$600.00		1.30						
58	KPNX	09/19/12	09/19/12	M-F 530-6a	CM	530-6a	--W----	:30	1	\$200.00	P-2	0.70	NM	1	\$200.00
				12 News Today											
				12 NWS TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$200.00		0.70						
59	KPNX	09/19/12	09/19/12		CM	Various	--W----	:30	1	\$1,500.00	P-2	2.40	NM	1	\$1,500.00

Order / Rev: 708711 - 2  
Alt Order #: 06284523  
Flight Dates: 09/13/12 - 09/20/12

Advertiser: NRCC-IE  
Product Desc: NRCC IE Flight 9/13-9/20, 2012  
Estimate: 3011  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Nightly News															
NBC NITELY NWS															
NBC Nightly News															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$1,500.00 2.40															
60	KPNX	09/19/12	09/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	--W----	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
ARIZ NGHTLY NW															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$800.00 2.00															
61	KPNX	09/19/12	09/19/12	M-F 630-7p Extra	CM	630-7p	--W----	:30	1	\$800.00	P-2	1.70	NM	1	\$800.00
EXTRA<															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$800.00 1.70															
62	KPNX	09/17/12	09/20/12	M-F 6-7a 12 News Today	CM	6-7a	MTWT---	:30	4	\$475.00	P-2	1.00	NM	4	\$1,900.00
ADD TO SKED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MTWT--- 4 \$475.00 1.00															
63	KPNX	09/14/12	09/14/12	M-F 6-7a 12 News Today	CM	6-7a	----F--	:30	1	\$475.00	P-2	1.00	NM	1	\$475.00
ADD TO SKED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$475.00 1.00															
64	KPNX	09/16/12	09/16/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p	-----S	:30	1	\$500.00	P-2	1.40	NM	1	\$500.00
ADD TO SKED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$500.00 1.40															
65	KPNX	09/17/12	09/17/12	Last Call Last Call w/Carson D	CM	1235a-105a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
ADD TO SKED- moved from 9/14 to 9/17 dt pgm chg															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$175.00 0.00															

\*Tax 1 Note: Tax 0.5%.

Totals 69 \$48,000.00